

REMARKS

Claims 1-6, 9 and 10 are pending in the present application after this amendment adds new claim 10. Claims 1-6 and 9 have been amended to correct typographic errors and/or to further clarify the subject matter recited therein. No new matter has been added by the amendments and new claim. In view of the above amendatory matter and the following remarks, favorable reconsideration of this case is respectfully requested.

In the Office Action under reply, claims 1, 3, 4 and 6 have been rejected under 35 U.S.C. §102(b) as being anticipated by U.S. Patent 5,855,008 (Goldhaber). In addition, claims 2, 5 and 9 have been rejected under 35 U.S.C. §103 as being unpatentable over Goldhaber in view of U.S. Patent 5,937,391 (Ikeda). In response, all rejections are respectfully traversed in light of the newly amended claims.

Goldhaber discloses a plurality of consumer computers and servers connected to a computer network. In particular, a consumer “clicks” on CyberCoin icon that initiates a retrieval and display of an associated advertisement. The advertisement display may require consumer interaction to ensure he has paid enough attention. Upon successful completion of this task digital currency or coupons are credited to a consumer account.

Nowhere does Goldhaber teach or suggest “display point determining means for determining a point number to be displayed on said advertisement within said applicable point number in accordance with a predetermined rule that includes decreasing said point number as a total number of points, accumulated by the person for said advertisement, increases” as now recited in Applicants’ claims 1, 3, 4 and 6. The underlined feature of the present invention is described on page 35, line 5 et seq., and illustrated in Fig. 12 of the instant application.

Due to their dependencies, claims 2, 5 and 9 contain all of the limitations of the above-mentioned independent claims in addition to further limitations; and these dependent claims likewise are distinguishable over the prior art at least for the above reasons discussed in connection with independent claims.

Ikeda cannot cure this deficiency in Goldhaber. Ikeda does not teach or disclose the above feature of the present invention because Ikeda is silent on advertisements, as conceded in the previous Office Action.

In light of the above, it is respectfully submitted that Goldhaber and Ikeda, alone or in combination, fail to teach or suggest all of the features of the present invention as now recited in claims 1-6 and 9. Applicant's representative respectfully requests withdrawal of the rejections of these claims.

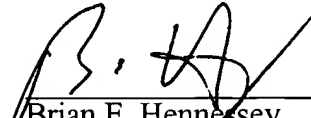
New claim 10 relates to a server that includes, *inter alia*, a web page display arrangement for producing a web page which displays an advertisement including a point number based on a predetermined rule. In claim 10, the predetermined rule includes decreasing the point number each time the user or another user selects the advertisement.

It is respectfully submitted that none of the cited references discloses or suggest this feature, and therefore claim 10 is allowable.

In view of the remarks set forth above, this application is in condition for allowance which action is respectfully requested. However, if for any reason the Examiner should consider this application not to be in condition for allowance, the Examiner is respectfully requested to telephone the undersigned attorney at the number listed below prior to issuing a further Action.

Any fee due with this paper may be charged to Deposit Account No. 50-1290.

Respectfully submitted,



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